



## 111th Lighting of the Green & Lights On Festival Sponsorship/Advertising Form

Sponsor/Advertiser \_\_\_\_\_

Donation \$ \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

If applicable, please email your current logo and pertinent advertising information to:

[ekelleher@downtowntaunton.org](mailto:ekelleher@downtowntaunton.org)

Please make checks payable to "The City of Taunton" with a notation of Lights On in the memo line and return with this form to:

Lights On Festival Committee

c/o Renee Menard, City of Taunton Parks & Rec

170 Harris Street, Taunton, MA 02780

Questions? Call 508.821.1415.

*Thank you and Happy Holidays!*

City of Taunton's

111<sup>th</sup> Annual Lighting of the Green  
& Lights On Festival

Saturday December 7, 2024

Sponsorship Opportunities

2024

The Annual Lighting of the Green and Lights On Festival attracts an average of 10K visitors each year and offers a unique opportunity to showcase the City of Taunton. With visitors coming from both Taunton and surrounding communities far and wide, this event creates an amazing marketing opportunity for our local businesses.

2024 marks the 111<sup>th</sup> Lighting of the Green. The Festival features an average of 45- 50 activity and performance sites around the Downtown area, a laser light show, and a large main stage with professional entertainment. The event is advertised on the Downtown Taunton Foundation, City of Taunton, and Lights On social media pages. The event has its own website at [lightsonfestival.org](http://lightsonfestival.org).

There are several sponsorship and advertising opportunities available. Please see details below. Thank you for supporting one of Taunton's longest running & most joyous traditions!

- 2024 Lights On Committee

#### Sponsorship Deadlines:

- Forms and checks must be received by the Lights On Committee by Friday November 1, 2024 or we cannot guarantee your inclusion in printed materials.
- Logos must be emailed to [ekelleher@downtowntaunton.org](mailto:ekelleher@downtowntaunton.org) by Friday November 15, 2024 or we cannot guarantee your inclusion in printed materials.
- For Premier Sponsors, Lights On promotional video recordings must be completed by the end of October.

#### Premier Sponsor

**\$10,000**

- Representative from your business featured in the promotional video for the event (giving a Holiday Greeting from your business)
- Logo featured @end of Lights on video feature; video featured on City & Lights On social media, TCAM & event website
- Logo on banner over Broadway
- Logo on lamppost banners on Taunton Green
- Recognition from stage during welcoming remarks & 2 seats on main stage during opening ceremony and presentation of plaques
- Logo or ad & link to your website on [lightsonfestival.org](http://lightsonfestival.org), including a large logo & link on each page
- Site Sponsorship listing on [lightsonfestival.org](http://lightsonfestival.org) activities page
- Recognition in press release
- Company name tagged in ALL social media posts for the event
- Sponsorship site sign displayed at Lights On Festival performance site

**Silver Bells Sponsor \$5000**

- Logo featured @end of Lights On promotional video; video featured on City & Lights On social media, TCAM & event website
- Logo on lamppost banners on Taunton Green
- Recognition from stage during welcoming remarks
- Logo or ad & link to your website on lightsonfestival.org
- Site Sponsorship listing on lightsonfestival.org activities page
- Recognition in press release
- Company name tagged in a minimum of 8 Lights On social media posts
- Sponsorship site sign displayed at Lights On Festival performance site

**Jingle Bells Sponsor \$2500**

- Recognition from stage during welcoming remarks
- Logo or ad & link to your website on lightsonfestival.org
- Site Sponsorship listing on lightsonfestival.org activities page
- Recognition in press release
- Company name tagged in 6 Lights On social media posts
- Sponsorship site sign displayed at Lights On Festival performance site

**Sleigh Bells Sponsor \$1000**

- Logo or ad & link to your website on lightsonfestival.org sponsor page
- Site sponsorship listing lightsonfestival.org activities page
- Recognition in press release
- Company name tagged in 3 Lights On social media posts
- Sponsorship site sign displayed at Lights On Festival performance site

**Site Sponsor \$500**

- Business name listed on lightsonfestival.org sponsor page
- Site sponsorship listing on lightsonfestival.org activities page
- Tagged as an event sponsor in one sponsorship post on social media
- Sponsorship site sign displayed at Lights On Festival performance site

**Website Advertisement \$250**

- Business name listed on event website sponsor page
- Tagged as an event sponsor in one sponsorship post on social media